

# YRT BUSINESS BENEFITS PROGRAM

Dear \_\_\_\_\_,

It gives me great pleasure to introduce a new program from YRT that will increase staff morale, boost productivity and enhance your bottom line in many ways.

The YRT Business Benefits Program is specially designed to help your staff ride to work by YRT or Viva rather than driving. From reducing congestion and enhancing efficiency to providing freedom and cost savings, the Program benefits your employees, business, the environment and the community at large.

## **REDUCE STRESS**

You'll agree, the stress of fighting traffic in the morning can start the day off on the wrong foot. You also know stress can follow employees into the office, affecting their productivity. Our Program encourages staff to ride YRT or Viva through fare subsidies. By eliminating commuter stress, you can channel that energy to their work instead!

## **ENHANCE PERFORMANCE**

Riding in a bus can actually give employees an opportunity to relax enroute, catch up on office work or plan their work activities for the day. If they are aboard a Viva RTV, they can make use of a dedicated work area and will soon be able to enjoy Wi-Fi access. Your staff arrive at their workplace fresh and ready to face the day's challenges.

## **SAVE MONEY**

The Program can reduce employee/company parking fees, as well as vehicle maintenance and repairs, car insurance, and gas expenses. In fact, employees who ride the bus instead of driving can expect to save between \$100 to \$400 a month!

The Program details are included in this business kit. I would encourage you to review the material and share it with your staff.

By encouraging the use of YRT or Viva to ride to work, we can provide more alternatives to congestion, ensure business productivity, and enhance our quality of life. In short, we can make York Region a better, more livable place for all.

I look forward to your participation in the YRT Business Benefits Program.

Sincerely,